



D.M. ~~_____~~ 1 1 1
T&D. ~~_____~~ 131443
S.R.M. ~~_____~~ 1 1 1
S.A.M. ~~_____~~ 3 1913

J.H. CASEY
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March 2, 1992

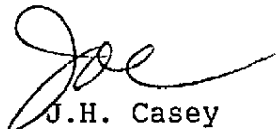
TO: ALL SALES PERSONNEL

RE: CAMEL B1G1F PROGRAM

As you can see from the attached, we will be receiving an extra Camel B1G1F promotion. Since we are working the Camel Triple Play at retail, I think it would be best to work this B1G1F program entirely through V.A.P. Also, with the delivery to direct accounts being on 3/29, 3/30, and 3/31, this would be the same time we are to begin working Camel Special Lights.

Since orders must be placed by 3/10/93, time to make a decision is limited. I would appreciate your comments regarding whether you feel this should be worked V.A.P., off vehicle, both or any other suggestions you may have.

Sincerely,



J.H. Casey

JHC/lt

Attachment

M-4

"We work for smokers."

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